

Premium Brand Summer Special In-Store Presence Set the Gold Standard in Your Stores!

I. USE MULTI-BRAND P.O.S. SUPPORT TO SET THE GOLD STANDARD Utilize these pieces inside and outside the store to establish promotion presence and pricing at retail.



Multi-Brand Banner



6-Wide Display Header



Multi-Brand Poster

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9-Wide Display Header

II. SUPPORT YOUR LEAD BRAND WITH A DISPLAY & P.O.S. Maximize the promotional opportunity by featuring the LEAD BRAND in the market.

Virginia Slims



40/80 Display Header



Poster



40/80 Display Header



Merit

40/80 Display Header

Poster

Poster

OVER